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# Development of the State Plan, Work Plan Development, Implementation and Evaluation

A plan is effective only if it is implemented. It is likely that funding sources will initially provide resources for some, but not all, of the activities outlined in the State Plan. Improving the quality of life for persons with asthma in Washington State will require an ongoing effort to form public and private partnerships to address asthma issues at both the state and local levels.

## Development of the Washington State Asthma Plan

Initiated and given staff support by the American Lung Association of Washington. The Washington Asthma Initiative (WAI) has been a leader in forming recommendations and coordinating health care providers from varied backgrounds to work towards improving the prevention, diagnosis and management of asthma in Washington State. The Washington State Department of Health and key stakeholders from around the state have joined with the WAI in the development of a statewide asthma plan.

On September 1st, 2004 at the *Asthma Plan Kick-off meeting*, more than 100 diverse stakeholders and individuals met to start the development of the Washington State Asthma Plan. To accomplish this task in the next year, seven workgroups were established:

### 1. Community-Based Activities

Individuals with asthma and their families expect and should receive appropriate high quality asthma self-management education and support at the time of diagnosis and throughout their lives. The community-based work group focused on community education/awareness in *Addressing Asthma: a Comprehensive Approach and Asthma in the Educational Settings*.

### 2. Data and Surveillance

Data is important to help tell the story of asthma in Washington State and assist in identifying needs. The workgroup focused on improving our understanding of asthma and providing information on its impact on children and adults living in Washington State. It focused on identifying needs and selecting data for The Burden of Asthma in Washington State report and provided input to the plan on data and surveillance needs.

### 3. Health Care and Practitioner Support Group

This group focused on promoting and engaging providers in delivering quality care, state of the art knowledge of asthma prevention, diagnosis, and management critical to increasing asthma outcomes in Washington State. The health care work group focused on health care system needs to improve outcomes for all persons with asthma in Washington State in the *Asthma and Health Care* chapter.

### 4. Environmental and Occupational

This group worked to increase awareness and education about environmental triggers for asthma and the fact that decreasing those exposures can improve the environment for everyone, especially those with asthma. This work group developed the *Asthma and the Environment* and *Work-related Asthma* chapters.

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You'll never plough a field  
by turning it over in your  
mind.

-Irish Proverb

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## **5. Policy and Advocacy**

This group coordinated asthma friendly policy development and established a public policy agenda to aid in decision-making about asthma prevention and control. Asthma and asthma-related policy recommendations to both governmental and non-governmental entities can help create a better environment for persons with asthma. This group worked with the other work groups on policy and advocacy issues throughout the plan.

## **6. Asthma Plan Project Team (APPT)**

This special committee appointed by the WAI steering committee to provide overall plan guidance and direction to the five committees in developing a statewide strategic plan to address the increasing health and economic burden of asthma in Washington State. The APPT consists of chairs from each of the five workgroups, the WAI steering committee, the DOH Asthma Program Coordinator and local asthma coalition members.

Development of the plan resulted from an extensive review of materials, some of which included:

- Washington and national asthma surveillance data
- National Heart, Lung and Blood Institute National Asthma Education and Prevention Program and other global standards of care/guidelines
- Healthy People 2010 objectives
- Action Against Asthma: A Strategic Plan for the Department of Health and Human Services
- Strategies for Addressing Asthma within a Coordinated School Health Program, With Updated Resources
- National Asthma Training Curriculum and other educational materials,
- Current research on asthma
- Health Disparity and Environmental Justice Reports developed by the Washington State Department of Health; Other state asthma plans, and
- WAI Annual Summit Recommendations.

The plan was circulated twice within the WAI and among local asthma coalition members and other asthma/asthma-related stakeholders, including those who were not actively part of the WAI. The Plan was developed through statewide collaboration and has resulted in a comprehensive 10-year strategy to improve the prevention, diagnosis, and management of asthma for all persons with asthma in Washington State.

## **WAI Structure**

The WAI steering committee was created in 1997 through support of the American Lung Association of Washington. Members on the steering committee serve two- year terms and are governed under by-laws developed in 2004. WAI serves as a the coordinating body providing overall direction to the development and implementation of State Asthma Plan activities and other asthma-related activities in Washington State. The WAI actively engages stakeholders statewide on asthma through communication and coordination with local asthma coalitions, local and statewide governments, environmental, educational and medical institutions.

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## Yearly Work Plan Development and Implementation

In April 2005, the Asthma Plan Project Team prioritized the objectives in each of the five main plan chapters (Community Based Activities, Health Care, Environment, Schools, Work-related) within the state asthma plan. These prioritized objectives drive the implementation plan.

Each year at its annual summit, the WAI will develop a yearly work plan that will incorporate the prioritized state asthma plan objectives and other strategic activities. New surveillance, community recommendations, study and/or assessment data will be evaluated in the development of the new work plan.

As part of the ongoing process of plan implementation, the WAI will evaluate membership strengths, satisfaction and organizational success in fulfilling its mission and determine course corrections and new activities as needed. Recruitment, retention, membership and collaboration with statewide and local asthma stakeholders will remain an ongoing process.

## Capacity Building

The WAI will continue to explore ways to fund and sustain activities in Washington which include:

- Developing public/private partnerships
- Advocating for state and local funding
- Supporting and extending asthma research and clinical excellence in the community
- Disseminating and sharing successful findings with throughout the state and with other states
- Marketing successful programs, and
- Increasing core constituency membership.

## Communication and Coordination

Activities of the Washington Asthma Initiative to implement the state plan are coordinated through the WAI and two lead organizations, the ALAW and DOH. As lead partners they assist with providing communication and coordination for the WAI steering committee and some coordinating assistance to the WAI standing committees.

The ALAW manages a website for the WAI. The site is housed on the ALAW's main website that provides asthma information/resources and updates, a calendar of events and a bulletin board. DOH provides monthly e-news updates to WAI members and other interested persons that provide information on local activities, training and educational events, new articles or resources and planning and implementation updates. In 2005-06, the DOH will also launch an asthma website and distribute quarterly surveillance data updates on asthma and asthma-related topics.

## Evaluation

Evaluation is an important element in plan implementation. It has become the reality that both private and public programs and services are undergoing critical review to assure efficiency. Programs and services that can demonstrate effectiveness are more likely to successfully compete for scarce resources than those that cannot.<sup>1</sup> Obtaining and maintaining funding is critical to adequately addressing asthma in Washington State. Showing effectiveness is not limited to seeking or maintaining funding; it is most important to the overall health of Washington citizens by ensuring that the lives of people with asthma in Washington are improving.

1 Washington State Department of Health. (1993). Ed. Manchester Harris AE. Program Planning in The Washington State Responds to AIDS. Olympia, WA.

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Effective programs normally have one element in common; an unwavering commitment to the prevention and management of the disease including an ongoing evaluation process. In order to show that tasks are being accomplished, evaluation must be an integral part of work plan development, implementation and follow up. Evaluation can assist decision-making by individuals and organizations, better serve the people with asthma, and provide a mechanism of feedback regarding accomplishments.<sup>2</sup> Evaluation results are continuously fed back into the program planning and implementation process to improve effectiveness and efficiency.<sup>3</sup>

An overall multiple year evaluation plan based on the CDC finalized *Asthma Component for Evaluation 101 Manual*, the *Washington's Steps to a HealthierUS Evaluation Plan* and/or other evaluation manuals should be developed by the steering committee in the first year of the plan. Yearly evaluation and benchmarks will be established on a yearly basis along with the yearly work plan. Progress will be reviewed at the end of each planning year.

2 Washington State Department of Health. (1994). Ed. Manchester Harris AE. Program Planning: Part V in The Washington State Responds to AIDS. Olympia, WA.

3 Centers for Disease Control and Prevention. (2005) Draft Asthma Component for Evaluation 101 Manual Blue Pages.



